

Vizrt Group and NewTek Win Big at 2021 NAB Product of the Year Awards

Taking home four awards across Vizrt Group's three brands, [NewTek](#), [NDI](#), and [Vizrt](#), the recognition from this year's NAB Product of the Year Awards showcases the strength of the Group's software-defined visual storytelling technology.

The awards program, in its third year, recognizes significant and promising new products and technologies that were set to be displayed for the first time at the canceled NAB Show 2021. Instead, the award ceremony was held virtually during [NAB Amplify](#), a digital platform for the industry to continually connect, and is available to watch on-demand later this week.

"Millions of viewers are tuning in weekly to catch up with their favorite sports teams. These numbers have increased significantly due to the pandemic, especially as feeds stream across multiple platforms to reach home and mobile viewers. Because of these changes, there's an urgent need for sports video storytellers of all sizes to produce high caliber, excellent quality content. Our solution is 3Play 3P2, as it brings 4k replay capabilities, for the first time, to any sports production no matter where it's being broadcast, or how big it is, at a fraction of the cost of traditional replay systems," says Barbara Spicek, president and GM, NewTek.

The awards won by NewTek, NDI, and Vizrt include:

Asset Management, Automation, Payout: NewTek: 3Play® 3P2

NewTek's unmatched sports replay solution, [3Play 3P2®](#), won for its unparalleled connectivity, efficiency, and enhanced operator-centric workflow that breaks the play down to immerse audiences deeper into the game in real-time and 4K resolution.

IT Networking/Infrastructure and Security: NDI 5

[NDI 5](#) is a true revolution in video storytelling that turns the whole world into a studio. NDI 5 was awarded for its innovation by enabling creatives, for the first time in history, to connect to any device, in any location, anywhere in the world, and share live, high quality, low latency video.

Graphics, Editing, VFX, Switchers: Vizrt: Vizrt XR Set — Viz Engine 4.3 and Unreal Engine

Extended reality and virtual sets are an everyday occurrence in creative output. With the latest update to Vizrt's [XR Set](#), combining the power of Viz Engine and the creative freedom of Unreal Engine, creatives have more choice, with less effort and complexity without compromising quality to bring the most engaging graphics to audiences. This recognition demonstrates the exceptional standard of Vizrt graphics.

Remote Production: Vizrt: Vizrt Live Production in the Cloud

More so now than ever, content is coupled with the need for flexibility in deployment, production, and delivery. Vizrt's [Live Production in the Cloud](#) Solution offers an unmatched end-to-end live production workflow from source to delivery to empower the modern storyteller. As it's also NDI® 5 native, it's the first production system built that leverages the transformative technology – both of which are now award-winning.

"As a company, our mission has always been to allow anyone with a story to be able to tell it. We strive not just to make the next versions of our products but more importantly how we can innovate and challenge the status quo as we do this. I am so proud to be part of the most amazing R&D team in the industry who are helping push the software-based future of live video," adds Dr. Andrew Cross, president of product development, Vizrt Group.

For the full list of winners from the NAB 2021 Product of the Year Awards, visit [here](#). For more information about Vizrt Group, visit the website [here](#).